

service with an idea of ultimate profit rather than speedy returns.

As the situation now stands the pro business position is stronger than ever before and looking brighter while the stores for the most part are reconciled to the future of their golf business as a feeder instead of a lively, strong profit department.

Whether or not the pros can take advantage of the present status and develop their opportunities depends on several things, but foremost of these factors is the firm protection of the pro reputation as the supplier who always gives the public the best for the money at a reasonable profit.

Figures Fool Them

In the case of golf balls at \$1.80 a dozen we have been informed by several manufacturers that there can be strong question of the cost figures of any manufacturer who claims he can make anything in the nature of a 3 for \$1 retail golf ball at an over-all manufacturers' cost of \$1.80. Therefore, they tell us, the manufacturer is fooling himself on this \$1.80 price. If any manufacturer wants to fool himself and can confine the sad results of this fooling to his own case, it's O.K. But if he tempts any pros into trouble that will expand to injure more pros that's not right, say those smart professionals who have nominated themselves as their brothers' keepers and protectors of the public trust in pro merchandising.

The moral of the story is that when any of these tricky unknown brand deals are offered to you, look them over carefully. There may be a devastating back-fire in these arrangements—one that will shatter the buying confidence that is the pros' business foundation.

Icely Trophy Made for Western Girls' Event

THE YOUNGSTER who wins the Women's Western Junior championship this year will be awarded the Icely trophy, the gift of L. B. Icely, president of Wilson-Western Sporting Goods Co., to the Women's Western GA in recognition of the Western Women's activities in encouraging golf among girls.

This year's Women's Western Junior will be played at the Park Ridge CC (Chicago district) July 9-12. There will be

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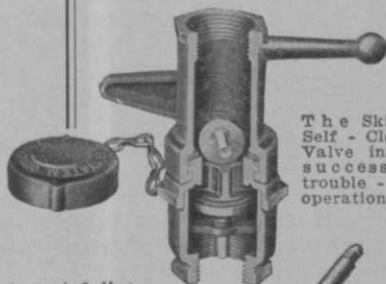
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Rain at the Turn of a Valve

flights for all entrants. The event has been a great developer of women's golf interest and talent. Among stars who made championship debuts at the Junior is Virginia Van Wie, women's national champion. It is an event that affords pros a great opportunity for developing



women's golf interest and establishing reputations as tutors of feminine golfing talent. Pros who have youngsters who can enter this tournament should immediately discuss the matter of their pupils' entries with the parents of the youngsters.

The Icely trophy is hand-wrought of heavy silver by the Kalo Shop, famous designers and makers of jewelry. It has been planned to serve as a flower vase and makes a striking trophy.

CADDIES PEPPED UP AS PRO SALES STAFF BY CONTEST

New York City.—Merchandising experts in all lines are watching with keen interest a national caddie sales campaign recently launched in the golf field by the Platinum Products Co., 521 Fifth Ave., New York. If the campaign goes across smoothly and successfully the experts believe that the pro will be established in a most enviable merchandising position.

The campaign is on the Golite lighters for cigarettes. The kids are given commissions on the sales and the pros or caddie-masters get an over-riding commission for their own work in encouraging and directing the campaigns on club members. In addition to their sales commission there are monthly prizes of automobiles, university scholarships, trips on exhibition tours with Olin Dutra and Walter Hagen, world's fair trips, golf clubs, golf balls, bicycles, autographed pictures of Dutra and special cash prizes. The pro deal is arranged so a pro gets a substantial margin from his retailing.

Early reception of the proposition looks like it is going to go over in big style. The lighter is extensively advertised and is featured at many of the leading retail stores. It is an ingenious device.

In addition to the profit angle, which is very attractive, many pros are inclined to believe that the proposition is going to help them develop the business thinking of their caddie forces. The trouble has been that the kids often are inclined to think of caddying only as a profitable way to spend time instead of as a business. Now these pros figure that if the kids get a chance to pick up some money outside, as a result of their association with the golf business, the kids will appreciate the pro putting them in line for this profit and function as a sales missionary and boosting force for the pro.

Details of the campaign are arranged to keep the members from being subjected to sales talk around the club; a demonstration of the lighter when opportunity is

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